

new

## OCCUR

OAKLAND CITIZENS' COMMITTEE FOR URBAN RENEWAL

June 13, 1974

INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

JAN 10 1981

UNIVERSITY OF CALIFORNIA

TO: Citizens and Community Organizations

FROM: OCCUR

SUBJECT: Citizen Involvement in Community Development

Enclosed please find the recommendations for citizen participation in Community Development prepared by citizens at three OCCUR-sponsored community meetings in April and May. As decided at the last meeting, OCCUR has sent this recommendation to the Oakland Redevelopment Agency.

What is to be done now? You may have read in the newspaper that the Redevelopment Agency has drafted a recommendation on Community Development for the City Council to consider. Therefore, our first task is to insure that the Redevelopment Agency includes the citizen's recommendations for citizen involvement in Community Development as part of its formal recommendation that it will soon submit to the City. Each organization should urge the Agency to accept the citizens' suggestions and incorporate them into its proposal. Worksessions with Agency staff, Commissioners, or the City Council may be necessary; if so, you will be notified. Second, each Community Development District must begin organizing -- finding out which organizations are in the area, defining District boundaries, selecting a name, and choosing a District Board. Several other steps are outlined in the attached recommendations. Some areas (Elmhurst, Seminary, and Fruitvale) have already begun to organize. What about your area?

If it would be helpful, OCCUR will assist you in organizing your District. We can help you make contact with the Redevelopment Agency, call District meetings, arrange for Agency representatives and City Councilmen to attend District meetings, etc. My telephone number is 632-6171, or call Mike Bledsoe, our Executive Director, at 839-2440.

It appears that the citizens' recommendations for citizen participation in Community Development will fit readily into the Agency's draft proposal. There are, however, some differences to be resolved. For example, the Agency's proposal calls for Community Development Agency staff to assist Community Development Districts. If Districts want one staff person to be directly responsible to them, community organizations must make that very clear to the Agency. Get a copy of the Agency's proposal and see what you think. There are several issues in it that citizens might wish to work on. Copies will be available in a week from the Redevelopment Agency (1333 Broadway, Suite 400, Oakland 94612, or call Mr. Peter Labrie, 834-2010).

*Lonnie Dillard*  
Lonnie Dillard  
President, OCCUR



81 01026

INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

JUL 19 2024

UNIVERSITY OF CALIFORNIA





## OAKLAND CITIZENS' COMMITTEE FOR URBAN RENEWAL

June 12, 1974

Mr. John B. Williams  
Executive Director  
Oakland Redevelopment Agency  
1333 Broadway, Suite 400  
Oakland, California 94612

SUBJECT: Citizen Involvement in Community Development

Dear Mr. Williams:


During April and May of this year, OCCUR has sponsored three community meetings on the subject of citizen involvement in Community Development. More than 100 persons representing 38 different community and business organizations participated in these meetings. As a result of these meetings, the citizens have prepared a recommendation for citizen involvement in Community Development for the Agency's consideration. The complete recommendation, which is summarized below, is attached to this letter. We hope that it will be useful to the Agency.

As you will notice, the procedures outlined integrate well with the Agency's proposal on its role in Community Development being prepared for the City Council's consideration. There are, of course, some differences which need to be resolved; none of these appear to be insurmountable.

Citizens at the three community meetings agreed upon a basic framework for citizen participation in Community Development. In summary, the basic structure calls for:

1. The Oakland Redevelopment Agency becomes the Community Development Agency for Oakland.
2. Approximately eight Community Development Districts are formed, roughly comparable to Councilmanic districts.
  - a. District boundaries to be set by citizens and organizations in Districts, with assistance by the Agency and the District Councilmen.
  - b. Citizens and organizations in the District are responsible for "organizing" that District, with Agency assistance if desired.





Digitized by the Internet Archive  
in 2024 with funding from  
State of California and California State Library

<https://archive.org/details/C123307613>



- c. District Boards would be formed by citizens and organizations and staffed by the Community Development Agency, would be responsible for being representative of residents and interest groups in the Districts, and would make recommendations to the Community Development Agency and City Council.
3. OCCUR remains a City-wide facilitative organization (as defined in OCCUR's Governmental Participation Study), working with Community Development Districts, citizens, and organizations.

Several crucial issues regarding the Community Development District Boards, central to the basic framework for citizen involvement, were also discussed and agreed upon:

1. Purposes of District Boards
  - a. Represent citizens and organizations in District
  - b. Organize citizens and groups in District
  - c. Determine District problems
  - d. Set priorities for attacking problems
  - e. Develop plans for correcting problems and for guiding physical, social, and economic development of District
  - f. Make recommendations on District issues to the Community Development Agency, City Council, and City agencies
  - g. Work with other Districts and City-wide organizations on City-wide problems
2. Organization
  - a. To be determined by residents, citizens, and organizations in Districts
  - b. Be representative of citizens and organizations in District (e.g., geographic, ethnic, sex, age, and interest group balance)
  - c. Be nonprofit civic affairs corporations
3. Staff
  - a. Community Development Agency or City provides staff support to assist District Boards in organization, planning, etc.
  - b. At least one staff person be directly responsible to District Boards
  - c. Citizen volunteers also serve as staff
4. Cooperation among Districts
  - a. Meet together as needed (and at least quarterly) on issues affecting more than one District
  - b. On such issues, develop joint recommendations for consideration by the Community Development Agency and City







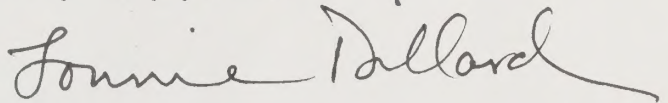
Mr. John B. Williams  
June 12, 1974; Page 3

Lastly, citizens agreed that they should begin working immediately to establish Community Development Districts. Some areas have already begun working; others are underway. There are many steps to be undertaken, such as identifying the organizations in each District, establishing District boundaries and naming the Districts, securing demographic information so the District Boards can be appropriately balanced, and so on. I am sure the Districts will be calling on the Agency, City staff, and their City Councilmen for assistance. I hope this will be possible.

As Districts are formed, OCCUR will continue to encourage citizens to become involved in the Community Development planning process and we will do whatever we can to assist citizens and groups to work together with the Agency, City staff, and the City Council. We are confident that the citizens' efforts, in conjunction with the Agency's, will be successful and will lead to a better City for all of us.

Thank you for your consideration.

Very truly yours,

A handwritten signature in cursive script that reads "Lonnie Dillard". The signature is fluid and extends to the right with a long, sweeping tail.

Lonnie Dillard  
President

Attachment

cc: Community organizations









**OAKLAND CITIZENS' COMMITTEE FOR URBAN RENEWAL**

June 12, 1974

TO: John B. Williams  
Oakland Redevelopment Agency

FROM: Lonnie Dillard  
OCCUR

SUBJECT: Major Elements of a Citizens' Proposal for  
Citizen Involvement in Community Development

(Developed in OCCUR-sponsored community meetings on April 11, 1974, April 25, 1974, and May 22, 1974.)

I. Scope

- A. Community Development
- B. Other public issues, City-wide and neighborhood, such as City budget, economic development, employment, neighborhood planning, zoning, library services, etc.

II. Basic Assumptions

- A. Citizens should be meaningfully involved in Community Development and ongoing City decision-making
- B. Government should be responsive to policies and priorities that citizens define
- C. Mutual responsibility of citizens and government:
  - a. Citizens should develop reasoned recommendations
  - b. Government should provide citizens with sufficient information on which to base reasoned recommendations
- D. Citizens and government have learned from mistakes of other cities and other times and will try not to repeat those mistakes
- E. Most urban problems are complex and have many causes; problems are interrelated -- for example, housing problems are related to low consumer incomes, unemployment and underemployment, lack of economic development, and inadequate education



- F. Many problems can best be solved by recognizing and concentrating on the harmony of interests among different interest groups -- for example, economic development to create more meaningful jobs for Oakland residents helps unemployed persons by providing jobs, helps businesses by increasing consumer spending, and helps all citizens by increasing City revenues from property taxes and sales taxes

### III. Basic Framework for Citizen Involvement in Community Development

- A. Community Development Agency (CDA) --  
The Oakland Redevelopment Agency (ORA) becomes the CDA for Oakland
- B. Community Development Districts
  - 1. Approximately eight Districts (e.g., North Oakland, West Oakland, Central, Fruitvale, Seminary, Elmhurst, Lower Hills, and Upper Hills)
    - a. There could be more or fewer Community Development Districts; for example, the Upper Hills might be divided in two Districts, North and South, or the Central District might be divided into three Districts, Downtown, Chinatown, and Lakeshore
  - 2. District boundaries
    - a. Generally comparable to Councilmanic districts
    - b. Boundaries to be set by citizens and organizations in District, with assistance from their City Councilmen and ORA
    - c. Name to be determined by citizens and organizations, as above
  - 3. District organization
    - a. Organizations (community, business, interest groups) in each District are responsible for organizing the District (with ORA and City Council assistance if desired)
  - 4. District Boards
    - a. Established by citizens and organizations in District
    - b. Staffed by CDA or City (some staff responsible to District Board)
    - c. Major functions
      - 1) Set policies and priorities for District
      - 2) Make recommendations to CDA and City
    - d. Be representative of citizens and interest groups in District
    - e. Work together with other Districts and City-wide groups on City-wide issues



C. OCCUR's Role

1. Work with District Boards, citizens, and organizations on City-wide issues
  - a. Secure information on important public issues
  - b. Transmit information to citizens and organizations
  - c. Work with citizens and organizations to develop recommendations (if desired)
  - d. Transmit recommendations to City Council and City staff (if desired)
2. Be an independent source of information on important issues to Districts
3. OCCUR will not be a buffer between District Boards and the CDA or the City
4. Facilitate joint meetings among Districts on common interests (if desired)

IV. Crucial Elements of the Citizen Participation Process

A. Community Development District Boards

1. Purposes
  - a. Represent citizens and organizations in District
  - b. Organize citizens and groups in District
  - c. Determine District problems
  - d. Set priorities for attacking problems
  - e. Develop plans for correcting problems and for guiding physical, social, and economic development of District
  - f. Make recommendations on District issues to CDA, City Council, and City agencies (e.g., City Planning Commission, Oakland Housing Authority, Parks and Recreation Commission, etc.) and City staff
  - g. Work with other Districts and City-wide organizations on City-wide problems
2. Organization
  - a. Determined by residents, citizens, and organizations in District
  - b. Be representative of citizens and organizations in District
  - c. Possible composition of Board
    - 1) Geographic -- one representative from each neighborhood
    - 2) Ethnic -- representatives in proportion to ethnic balance of District
    - 3) Sex -- approximately 50% men and 50% women
    - 4) Age -- at least one representative from young people and from senior citizens



- 5) Interest groups -- balanced representation from each major interest groups in District (e. g., labor, retail merchants, manufacturers, business associations, churches and religious organizations, etc.)
  - 6) Include one or two City Councilmen from District on District Board
3. Staff
    - a. CDA or City provides staff support to assist District Board in planning, programming, administration, etc.
    - b. At least one staff person be directly responsible to District Board
    - c. Staff should be small
    - d. Citizen volunteers will act in various staff positions (especially communications with citizens and organizations, public relations, etc.)
  4. Cooperation among Districts
    - a. District Boards (or their representatives) shall meet together at least quarterly and as may otherwise be needed to discuss issues affecting more than one District (e. g., a City proposal for a new major street through three Districts or a citizens' proposal for a City-wide park and recreation plan)
    - b. On such issues, Districts should develop joint recommendations to the CDA and City Council
    - c. Any one District Board may call a joint meeting as needed or may request OCCUR to facilitate such meetings

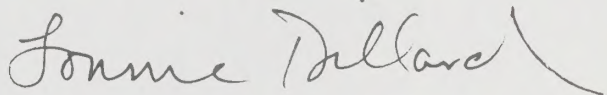
#### V. Implementation

- A. Begin now defining District boundaries, identifying organizations in Districts, organizing District Boards, selecting names for Districts, etc.
- B. Implementation steps (for which some ORA, City Council, or City staff assistance may be requested)
  1. Identification of organizations in each District
  2. District meetings (with ORA, City Councilmen, and City staff) to establish District boundaries and select District name
  3. ORA and City staff provide information on District population characteristics (ethnicity, age, income, etc.) so criteria for Board balance may be determined
  4. District meetings to establish District Boards
  5. District Task Forces to draft incorporation (or association) papers (if desired)
  6. Begin to function -- identify District problems and issues, set priorities for problem solving, develop plans for Districts, develop recommendations for ORA and City to consider, etc.



The above proposal is a distillation of many citizens' views. We believe that it is sufficiently comprehensive and flexible to enable citizens to become meaningfully and usefully involved in both Community Development and ongoing City decision-making. It appears appropriate for inclusion in the Agency's proposal on Community Development to the City Council; we request that it be made part of the Agency's proposal. For a more comprehensive statement on OCCUR's role in the Community Development process, please refer to our Governmental Participation Study ("Toward Meaningful Citizen Participation," November, 1973). Consequently, we also request that the Governmental Participation Study be included (either as text or as an appendix) in the Agency's proposal to the City Council.

Thank you for your consideration.

A handwritten signature in dark ink, reading "Lonnie Dillard". The signature is fluid and cursive, with a long horizontal stroke at the end.

Lonnie Dillard  
OCCUR

cc: Community organizations



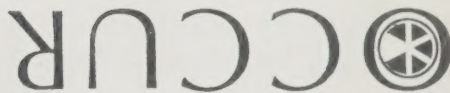
U.C. BERKELEY LIBRARIES



0123307613

COMMUNITY DEVELOPMENT  
INFORMATION FOR:

OAKLAND CITIZENS'  
COMMITTEE FOR  
URBAN RENEWAL  
1419 Broadway Suite 811  
Oakland, California 94612



INSTITUTE OF GOVERNMENTAL  
STUDIES LIBRARY

JUL 19 2024

UNIVERSITY OF CALIFORNIA